



**A STUDY ON IDENTIFY THE POTENTIALS OF
THE CULTURAL HERITAGE TO ENHANCE
CREATIVENESS OF EVENT INDUSTRY**

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ABSTRACT

The dynamic growth of the tourism industry generated diversified business opportunities. Event industry is the one of the business industry. Influenced by the attributes of tourism industry. Sri Lanka inherent with the cultural values which are conceptually different to the usual standards of the modernized world. In Sri Lankan context up to certain extent event organizers involve with the different types of traditional values for draw their events outlines creative manner. The objective of the this study id identify the capabilities of cultural heritage to enhance creativeness of event industry this study objectives was the identify the potentials of cultural heritage which can influence creativeness of event industry intermittently also study focused to assess the barriers and the different consequences of the social figure those are Primary data collected by the author from 15 event managers out of 28 from event management practitioners within the whole different range of event management organizations in Sri Lanka who have the membership of Sri Lanka Association of Professional Conference, Exhibition and Event Organizers. Structured interviewed using the purposive technique Qualitative data analytical method was employed and thematic analysis was used in analyzing the data. The findings of the study data reveled that cultural heritage background comprises with the. Transformable mediums can apply creative mediums of the study. Even though Sri Lanka demographical environment not substantially cooperated with such exposure. Although event managers are those who are play distinct role in future endeavors of the phenomena their perception is crucial concern for implement innovations.

Key words: Cultural Heritage, Event Industry, Creativeness, Tourism